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ABSTRACT

Comprised of graphs and tables, this document presents comparisons relative to: national surveys of residential preference in the U.S. from 1948 to 1972; the trend for city preference reported in national Gallup opinion polls since 1966; preferences of blacks and whites for rural residence; preferences for large city residence from the S-81 data set, raw and adjusted estimates; preferences for city residence from national Gallup Poll data, raw S-81 data, and adjusted S-81 data; percent ranking residence high, aspiring to large city residence, expecting large city residence, and differences in the aspirations and expectations for large city residence (black and white comparisons from the S-81 panel data); percent aspiring to rural residence, expecting rural residence, and differences in the aspirations and expectations for rural residence (black and white comparisons from the S-81 panel data); attitudinal profiles for residential aspirations in the S-81 panel data (black and white data); changes in rural aspirations and expectations from the S-81 historical data (comparisons of male and female blacks and whites from Texas and South Carolina); the significance of proximity of an urban center in the preference of rural residence (black and whites S-81 historical data from South Carolina). (JC)

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Rural Development Seminar

Extension Service

United States Department of Agriculture

RESIDENTIAL PREFERENCES IN AMERICA: THE GROWING DESIRE FOR RURAL LIFE*

by

Arthur G. Cosby

William G. Howard

Department of Rural Sociology
Texas A&M University
College Station, Texas 77843

*Seminar prepared for the Rural Development Seminar Series, Extension Service, United States Department of Agriculture, March 29, 1976. Appreciation is expressed to Howard C. Tankersly and William Linder for the intellectual stimulation which motivated the research underlying the preparation for this seminar. This research was sponsored by the Texas Agricultural Experiment Station as a contribution to TAES Research Project H-2811 and to USDA (CSRS) Regional Research Project S-81, "Development of Human Resource Potentials of Rural Youth in the South and Their Patterns of Mobility," and TAES Research Project H-2893, "Community Structure and Quality of Life: Measurement and Analysis." Information for S-81 was obtained by pooling parallel data collected under grants provided by the Agricultural Experiment Stations of Alabama, Georgia, Louisiana, Mississippi, South Carolina and Texas. William P. Kuvlesky, George W. Ohlendorf, Raymond R. Sollie, John D. Dunkelberger, Melvin Knapp and Virlyn Boyd should be recognized for sharing their state data and for their facilitation in the construction of the regional S-81 file. Melissa Stewart and Amy Scurlock were most helpful in the preparation of tables and graphs. The presenters assume responsibility for all errors.

RC 009228

LIST OF TABLES

Table		Page
1	A Comparison of National Surveys of Residential Preference in the United States from 1948 to 1972	i
2	The Trend for City Preference Reported in National Gallup Opinion Polls Since 1966	ii
3	A Comparison of Preferences of Blacks and Whites for Rural Residence	iii
4	Preferences for Large City Residence from the S-81 Data Set: Raw and Adjusted Estimates	iv
5	A Comparison of Preferences for City Residence from National Gallup Poll Data, Raw S-81 Data, and Adjusted S-81 Data	v
6	Percent Ranking Residence High (Top Three Choices) in the S-81 Panel Data: Black and White Comparisons	vi
7	Percent Aspiring to Large City Residence in the S-81 Panel Data: Black and White Comparisons	vii
8	Percent Expecting Large City Residence in the S-81 Panel Data: Black and White Comparisons	viii
9	Differences in Aspirations and Expectations for Large City Residence in the S-81 Panel Data: Black and White Comparisons	ix
10	Percent Aspiring to Rural Residence in the S-81 Panel Data: Black and White Comparisons	x
11	Percent Expecting Rural Residence in the S-81 Panel Data: Black and White Comparisons	xi
12	Differences in Aspirations and Expectations for Rural Residence in the S-81 Panel Data: Black and White Comparisons	xii
13	Attitudinal Profiles for Residential Aspirations in the S-81 Panel Data: White Data	xiii
14	Attitudinal Profiles for Residential Aspirations in the S-81 Panel Data: Black Data	xiv
15	Changes in Rural Aspirations and Expectations from the S-81 Historical Data: A Comparison of Male and Female Whites from Texas	xv
16	Changes in Rural Aspirations and Expectations from the S-81 Historical Data: A Comparison of Male and Female Blacks from Texas	xvi

Table | Page

17 Changes in Rural Aspirations and Expectations from the S-81 Historical Data: A Comparison of Male and Female Whites from South Carolina..... xvii

18 Changes in Rural Aspirations and Expectations from the S-81 Historical Data: A Comparison of Male and Female Blacks from South Carolina..... xviii

19 The Significance of Proximity of an Urban Center in the Preference of Rural Residence: Evidence from the S-81 Historical Data, South Carolina, White Data..... xix

20 The Significance of Proximity of an Urban Center in the Preference of Rural Residence: Evidence from the S-81 Historical Data, South Carolina, Black Data..... xx

Appendix Tables

A.1. Computations to Adjust S-81 Data (Blacks = 43.0%) to National Percent Black (11.1%) for Persons Preferring Urban Residence. xxi

A.2. Computations to Adjust S-81 Data (Blacks 0%) to National Percent Black (11.1%) for persons Prefer ural Residence. xxii

A.3. Questions and Response Categories for Su of Residential Preference in the United States 1948-1972..... xxiii

Table 1: A Comparison of National Surveys of Residential Preference in the United States from 1948 to 1972

Survey and Date[a]	Residential Preference			
	Large City[b]	Rural Areas[c]	Other[d]	Total
Roper 1948	15	44	41	100
Gallup 1966	22	49	29	100
Gallup 1968	18	56	26	100
Gallup 1970	18	55	27	100
Gallup 1971	17	56	26	100
Population Commission 1971	13	53	34	100
Gallup 1972	13	55	32	100
NORC 1972	9	53	38	100

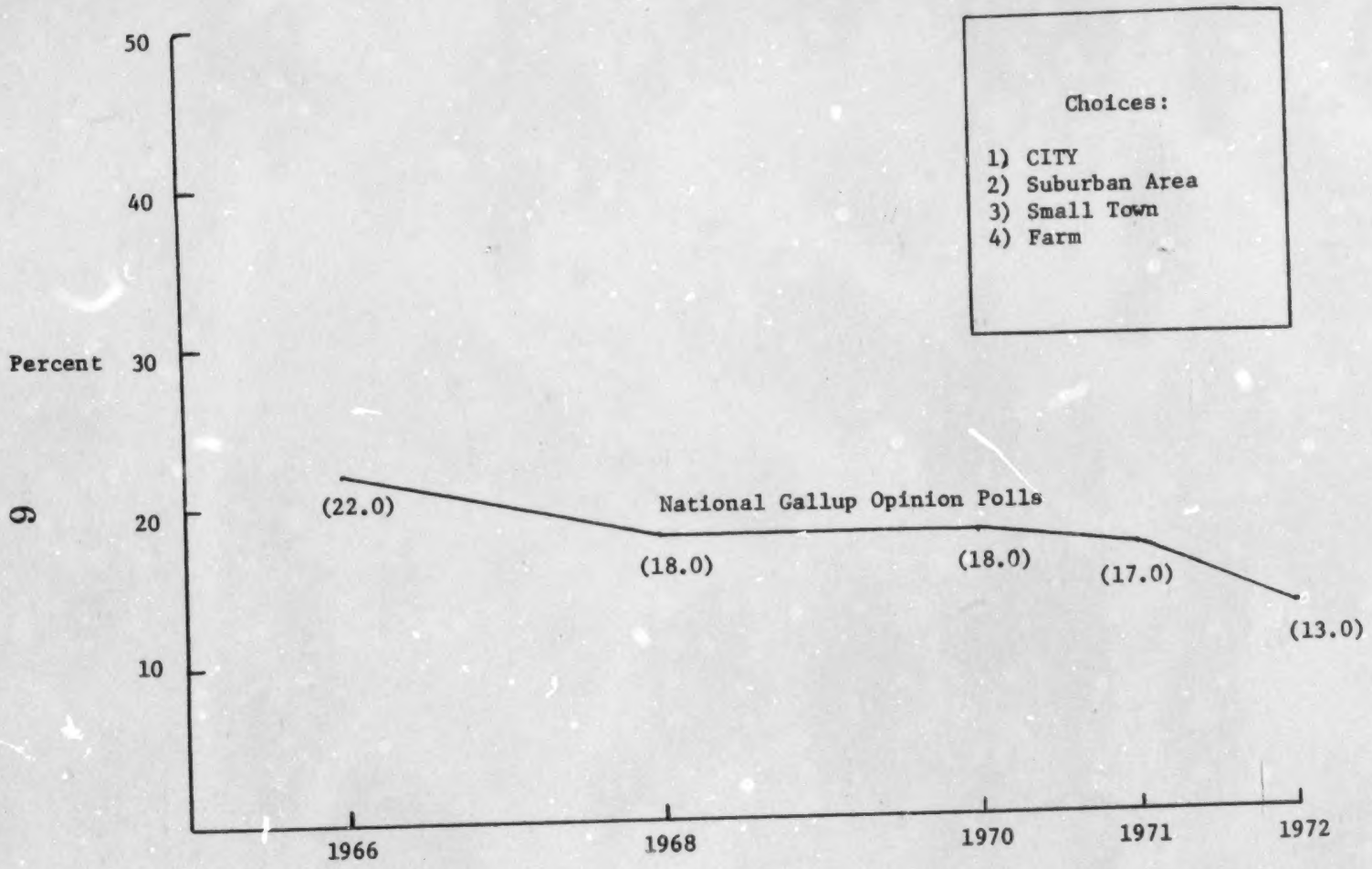
[a]Sources of data: 1948 Roper Study cited in Lee, et al. (1971:33). 1966 Gallup Poll: Gallup Political Index (1966), No. 10. 1968 Gallup Poll cited in Zuiches and Fuguitt (1973:628). 1970, 1971, 1972, Gallup Polls: Gallup Opinion Index (1970, 1971, 1972), Nos. 57, 74, and 90. 1971 Population Commission Study cited in Mazie and Rawlings (1973:605). 1972 NORC study cited in Fuguitt and Zuiches (1975:495).

[b]Large City definitions are: Roper - Large City; Gallup - City; Population Commission - Large Urban; NORC - City over 500,000.

[c]Rural Areas definitions are: Roper - country and small town; Gallup - Farm and small town; Population Commission - farm, open country, and small town; NORC - rural area and places under 10,000.

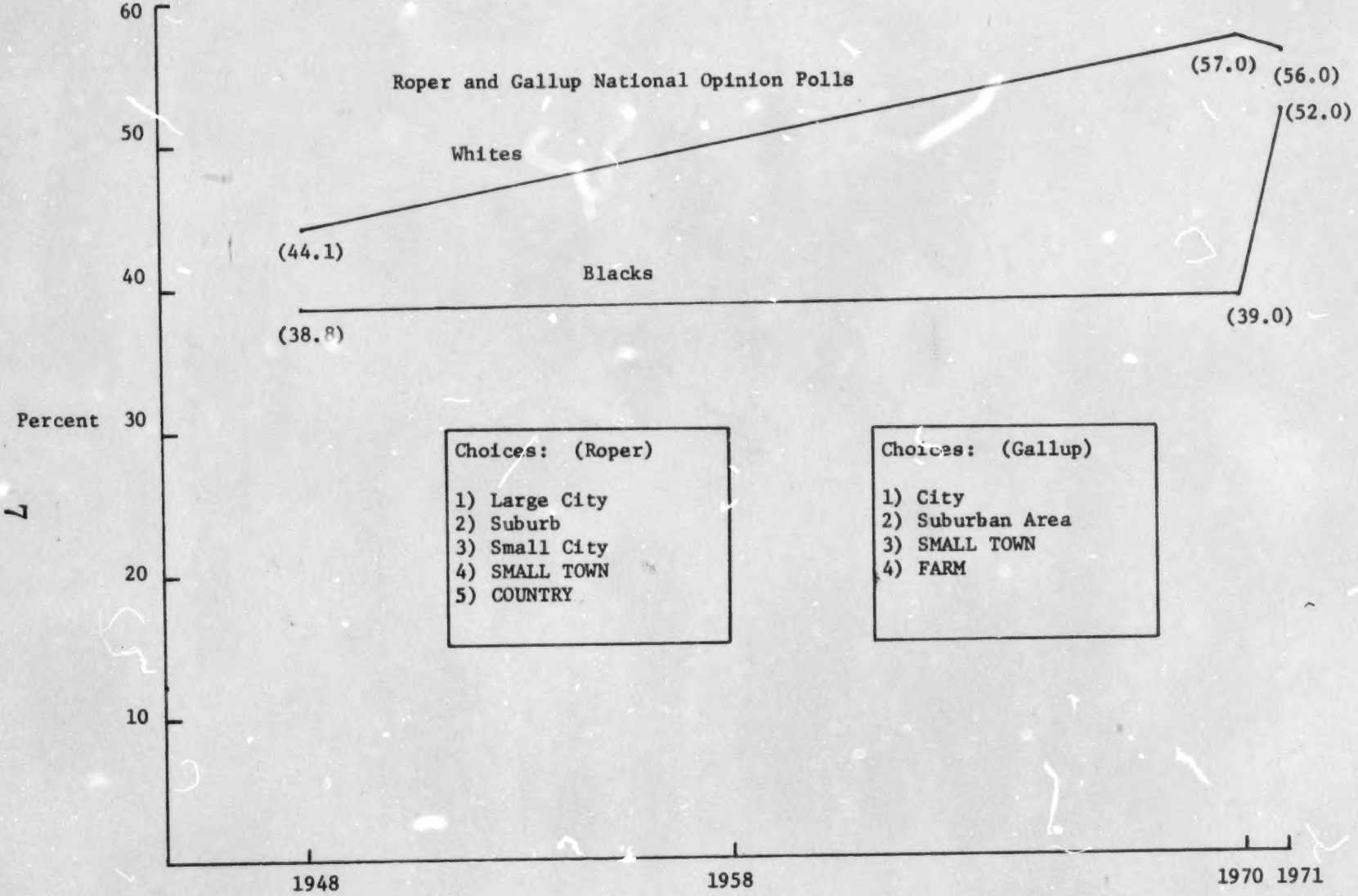
[d]Other definition includes all residual categories of places not included in the definition given for Large City and Rural Areas.

Table 2: The Trend for City Preference Reported in National Gallup Opinion Polls Since 1966



[a]Data for 1966, 1970, 1971, 1972 were taken from Gallup Political Index (1966), Report No. 10, Gallup Opinion Index (1970), Report No. 57, Gallup Opinion Index (1971), Report No. 74, Gallup Opinion Index (1972), Report No. 90. The datum for 1968 was taken from Zuiches and Fuguitt (1973), Table 6.

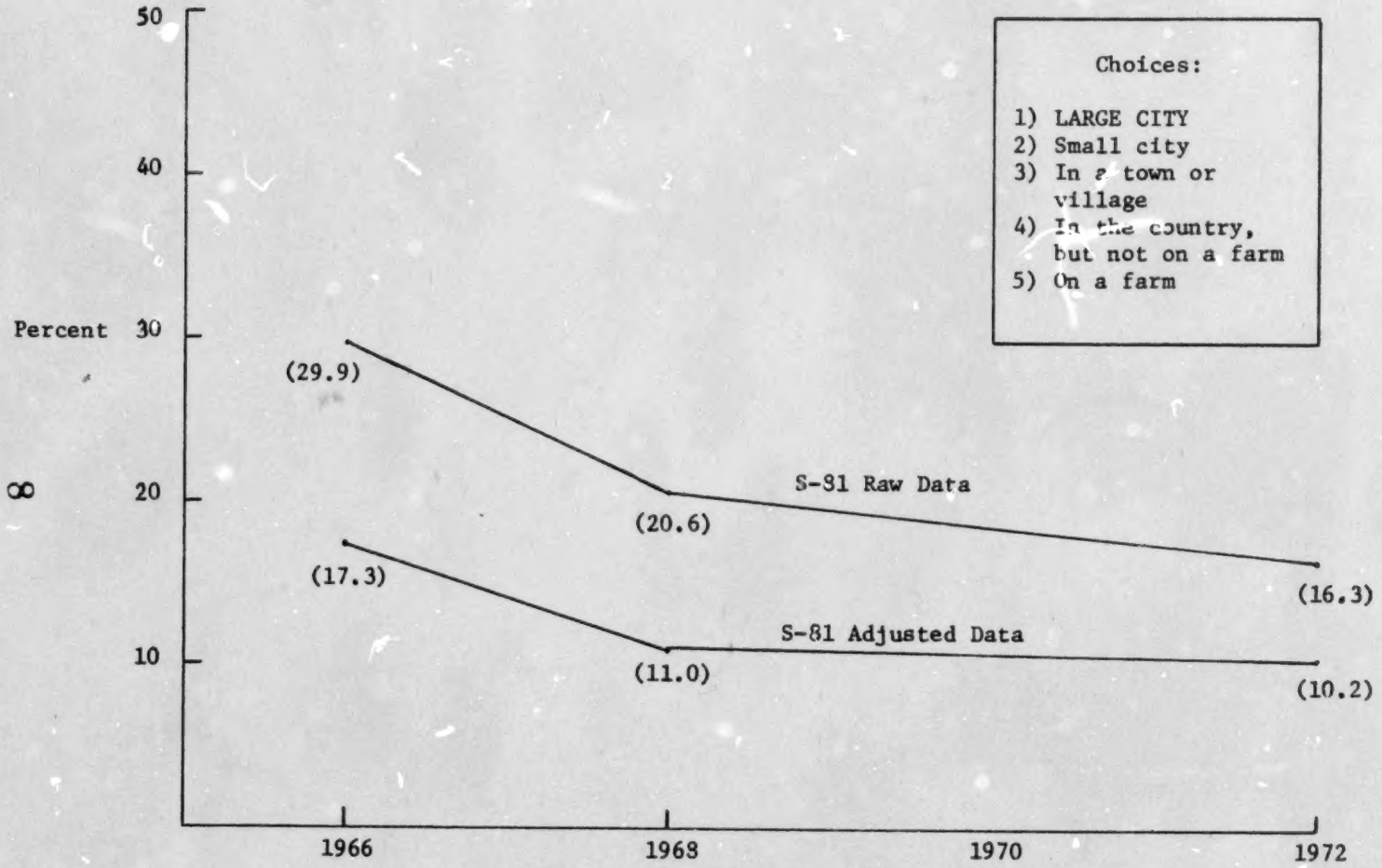
Table 3: A Comparison of Preferences of Blacks and Whites for Rural Residence



[a]The data for 1948 were taken from a Roper Poll published in E.S. Lee, et al. (1948), Table 3.1. The data for 1970 and 1971 were taken from the Gallup Opinion Index (1970,1971), Report Nos. 57 and 74.

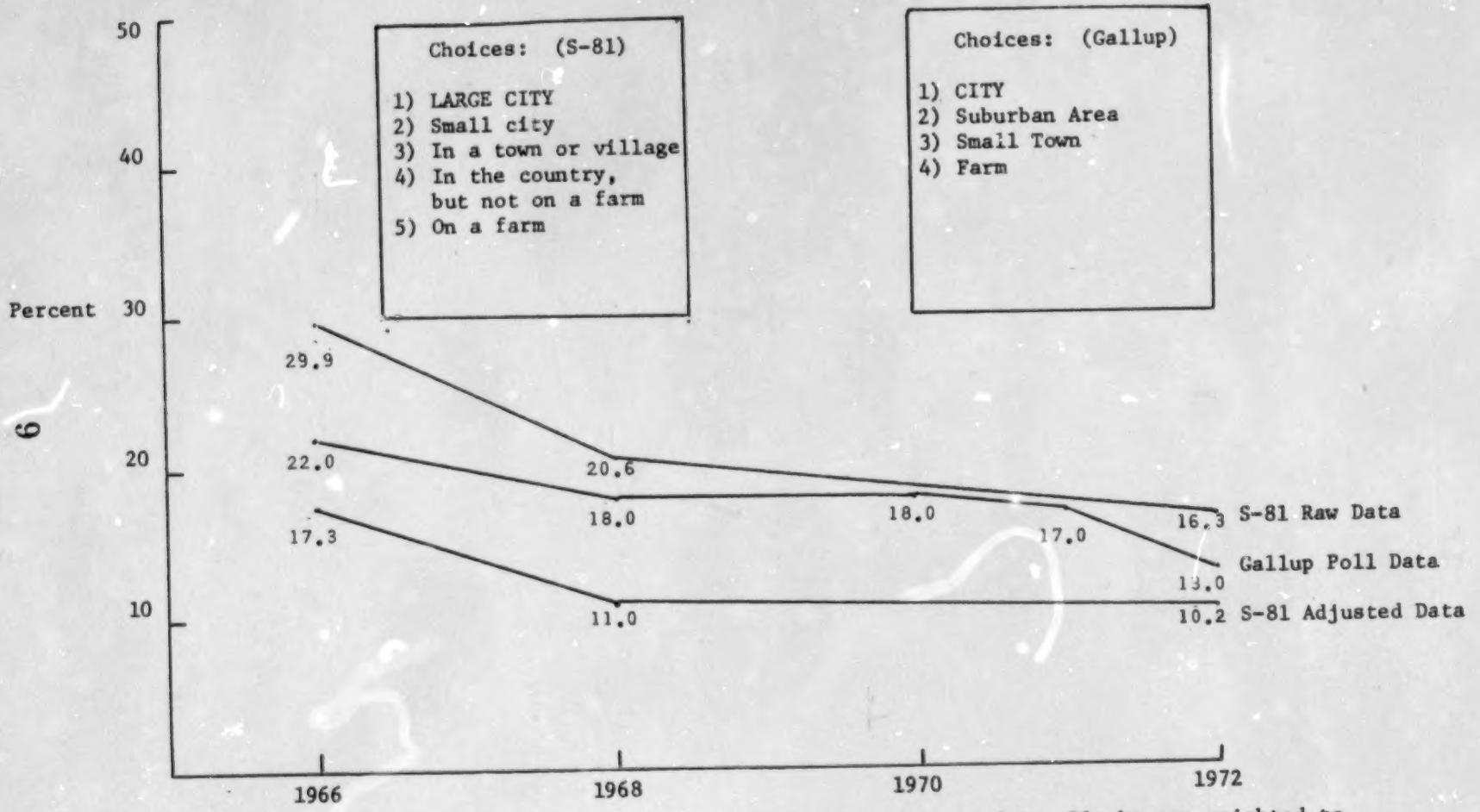
[b]Roper data are for "Blacks;" Gallup data are for "Non-whites."

Table 4: Preferences for Large City Residence from the S-81 Data Set: Raw and Adjusted Estimates



[a]In the raw data Blacks are 43.0 percent of the sample; in the adjusted data, Blacks are weighted to approximate the national percentage, 11.1 percent.

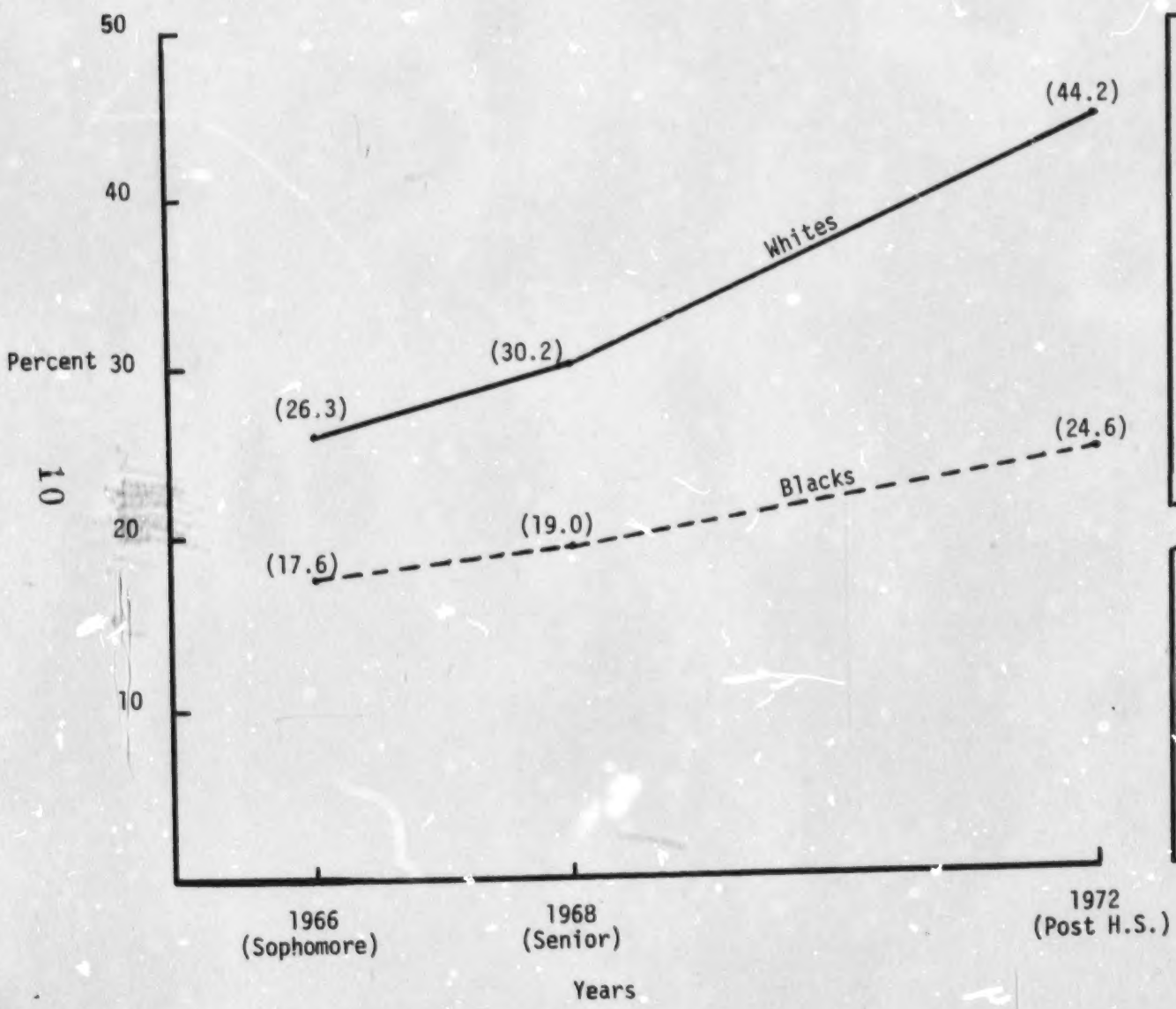
Table 5: A Comparison of Preferences for City Residence from National Gallup Poll Data, Raw S-81 Data and Adjusted S-81 Data[a,b]



[a]In the raw data Blacks are 43.0 percent of the sample; in the adjusted data, Blacks are weighted to approximate the national percentage, 11.1 percent.

[b]Data for 1966, 1970, 1971, 1972 were taken from Gallup Political Index (1966), Report No. 10, Gallup Opinion Index (1970), Report No. 57, Gallup Opinion Index (1971), Report No. 74, Gallup Opinion Index (1972), Report No. 90. The datum for 1968 was taken from Zuiches and Fuguitt (1973), Table 6.

Table 6: Percent Ranking Residence High (Top Three Choices) in the S-81 Panel Data: Black and White Comparisons



Choices:

1) To have free time to do what I want
2) To get all the education I want
3) To earn as much money as I want
4) To get the job I want most
5) TO LIVE IN THE KIND OF PLACE I LIKE BEST
6) To have the kind of house, car, furniture I want
7) To get married and raise a family

Number of Cases:

1966: 562 Whites
373 Blacks

1968: 605 Whites
447 Blacks

1972: 704 Whites
467 Blacks

Table 7: Percent Aspiring to Large City Residence in the S-81 Panel Data: Black and White Comparisons

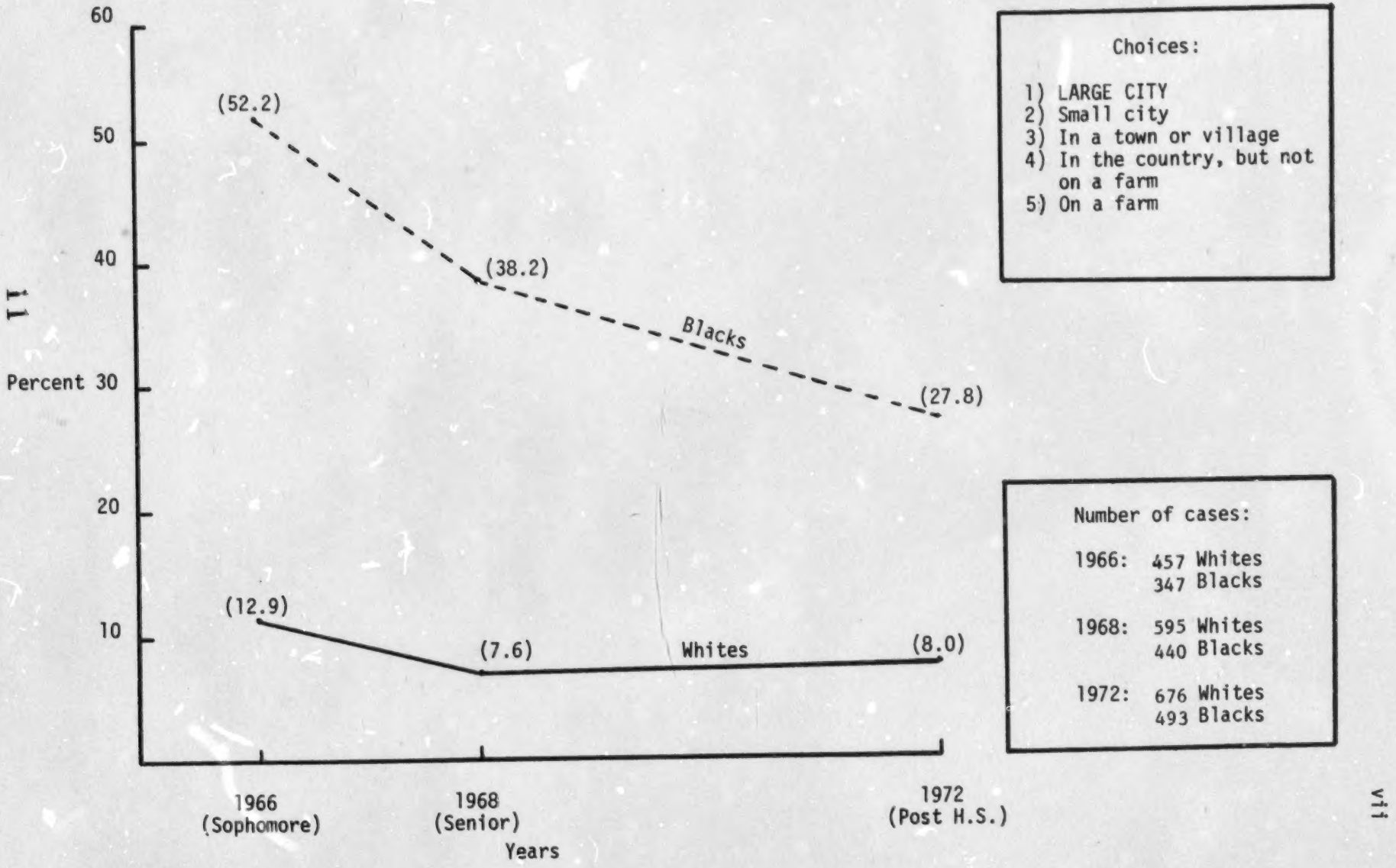


Table 8: Percent Expecting Large City Residence in the S-81 Panel Data: Black and White Comparisons

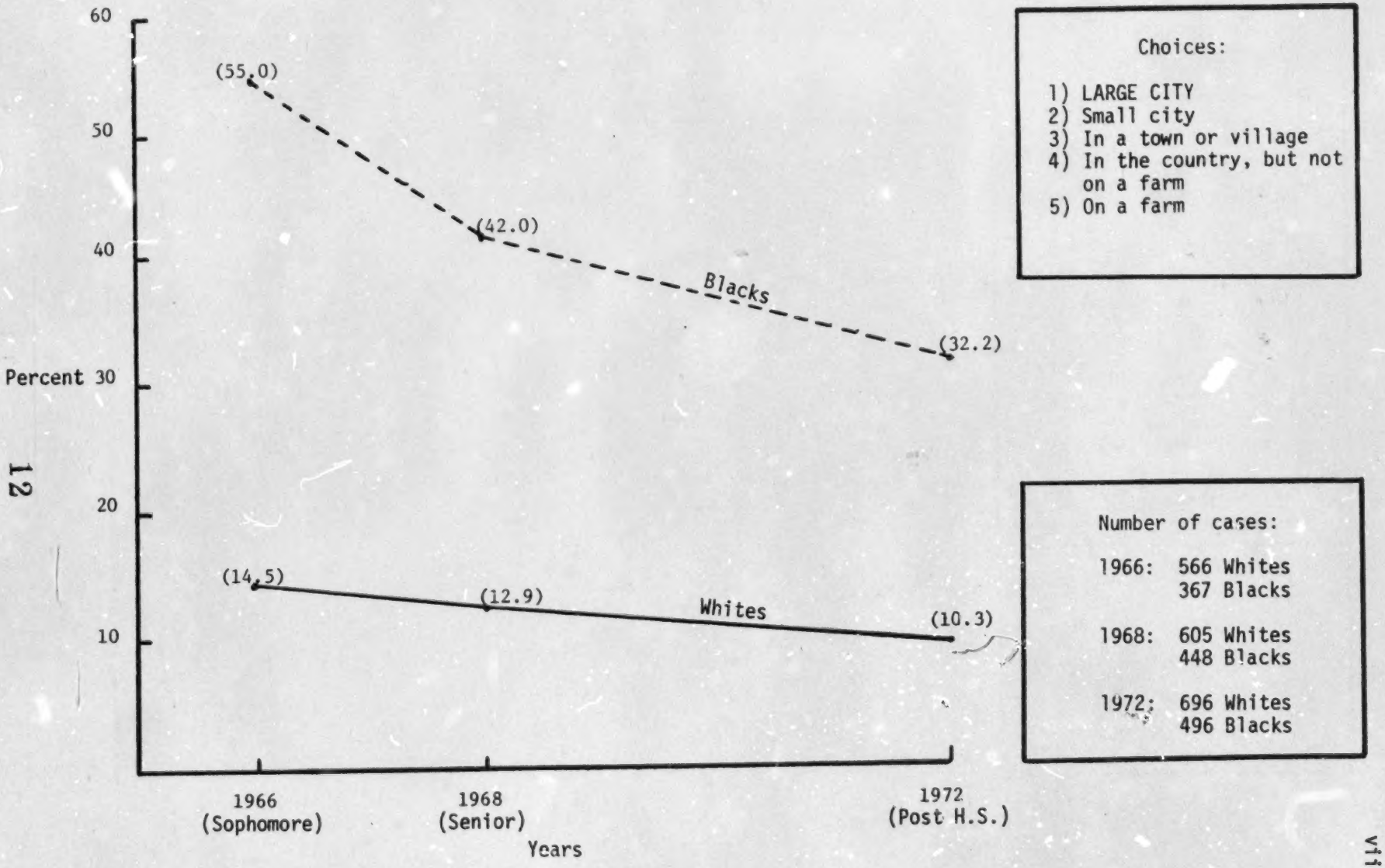
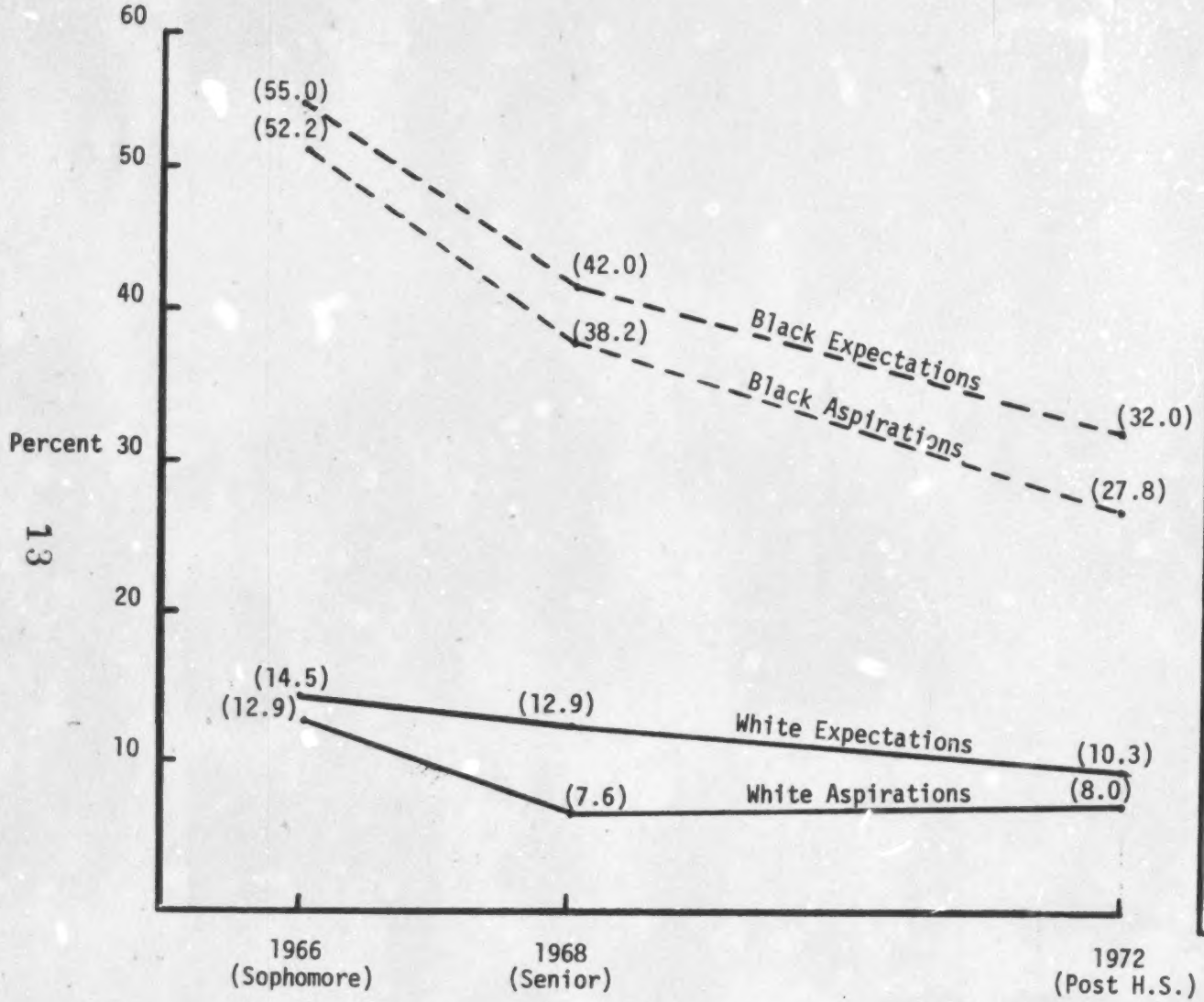


Table 9: Differences in Aspirations and Expectations for Large City Residence in the S-81 Panel Data: Black and White Comparisons



Choices:

1) LARGE CITY
2) Small city
3) In a town or village
4) In the country, but not on a farm
5) On a farm

Number of cases(aspirations):

1966: 457 Whites
347 Blacks

1968: 595 Whites
440 Blacks

1972: 676 Whites
493 Blacks

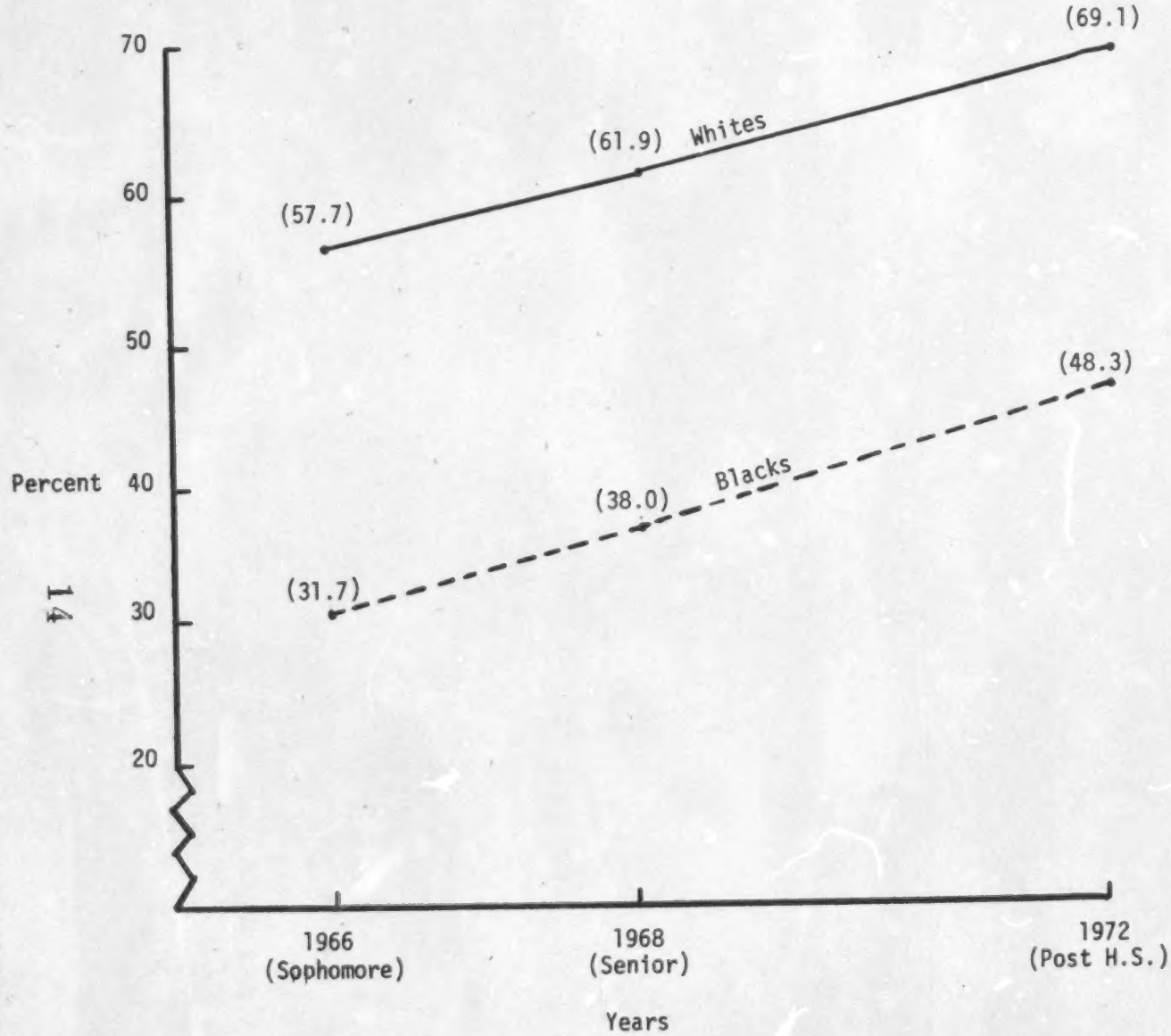
Number of cases(expectations):

1966: 566 Whites
367 Blacks

1968: 605 Whites
448 Blacks

1972: 696 Whites
496 Blacks

Table 10: Percent Aspiring to Rural Residence in the S-81 Panel Data: Black and White Comparisons



Choices:

1) Large city
2) Small city
3) IN A TOWN OR VILLAGE
4) IN THE COUNTRY, BUT NOT ON A FARM
5) ON A FARM

Number of Cases:

1966:	457	Whites
	347	Blacks
1968:	595	Whites
	440	Blacks
1972:	676	Whites
	493	Blacks

Table 11: Percent Expecting Rural Residence in the S-81 Panel Data: Black and White Comparisons

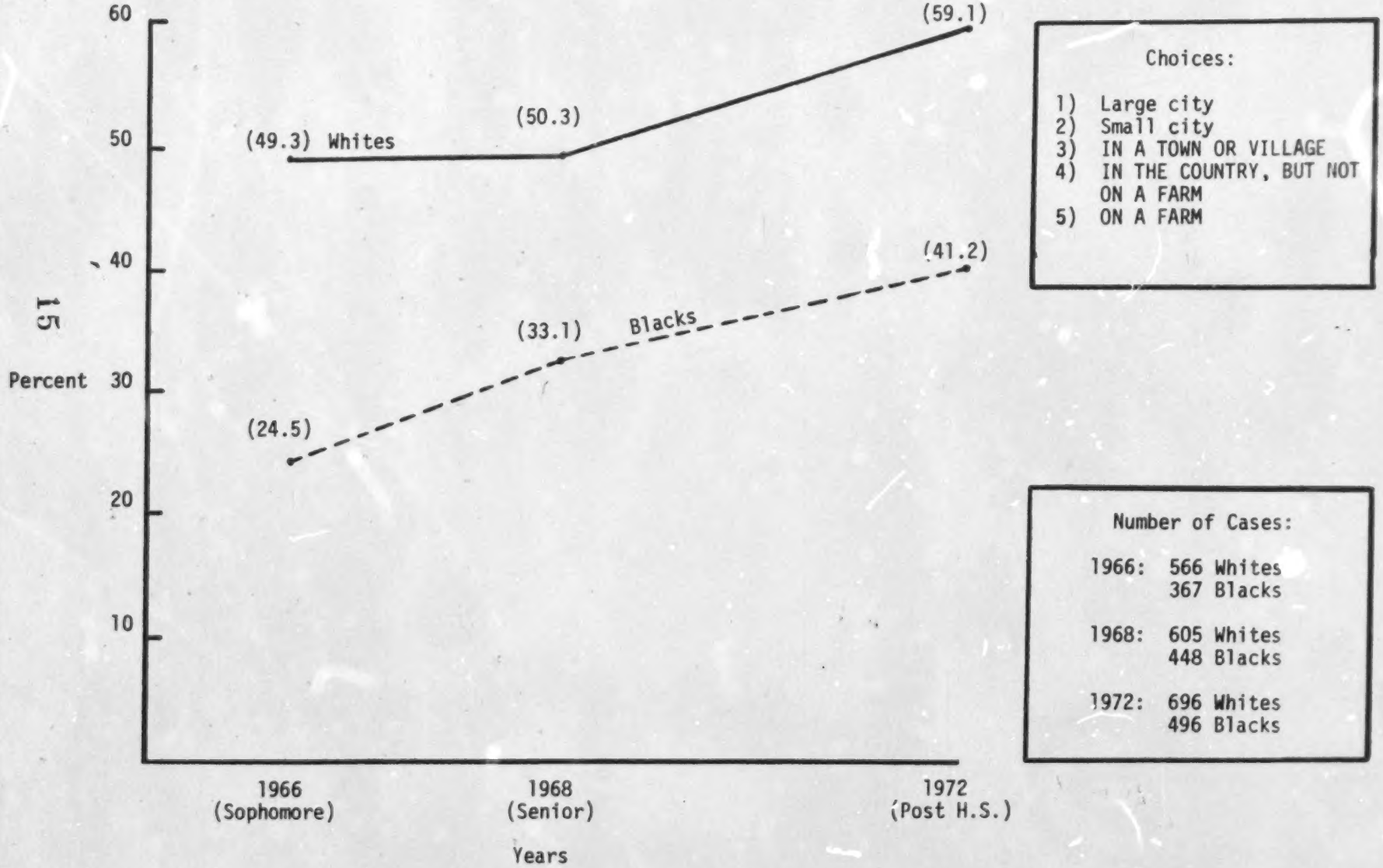
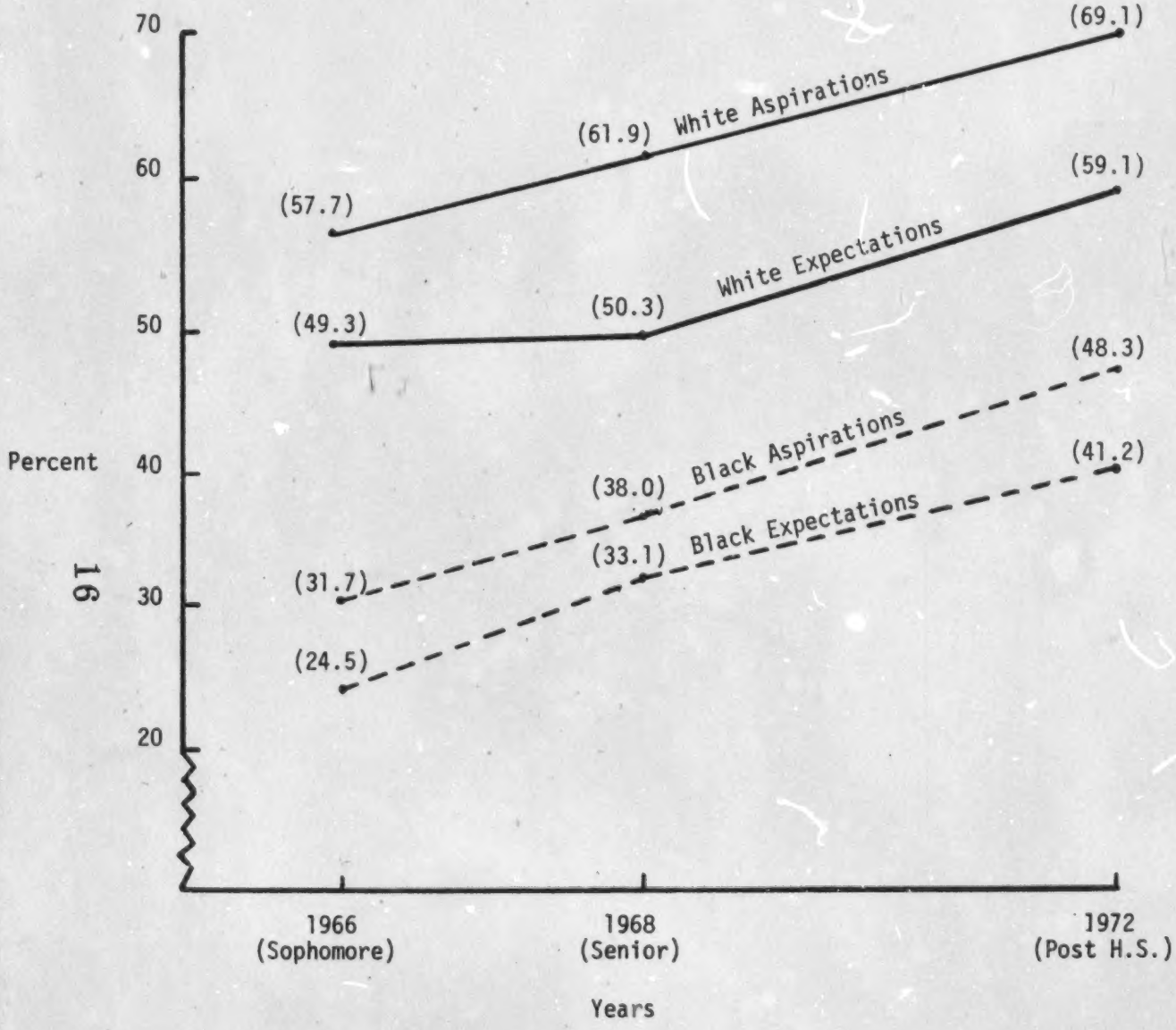


Table 12: Differences in Aspirations and Expectations for Rural Residence in the S-81 Panel Data: Black and White Comparisons



Choices:

1) Large city
2) Small city
3) IN A TOWN OR VILLAGE
4) IN THE COUNTRY, BUT NOT ON A FARM
5) ON A FARM

Number of cases(aspirations):

1966: 457 Whites
347 Blacks

1968: 595 Whites
440 Blacks

1972: 676 Whites
493 Blacks

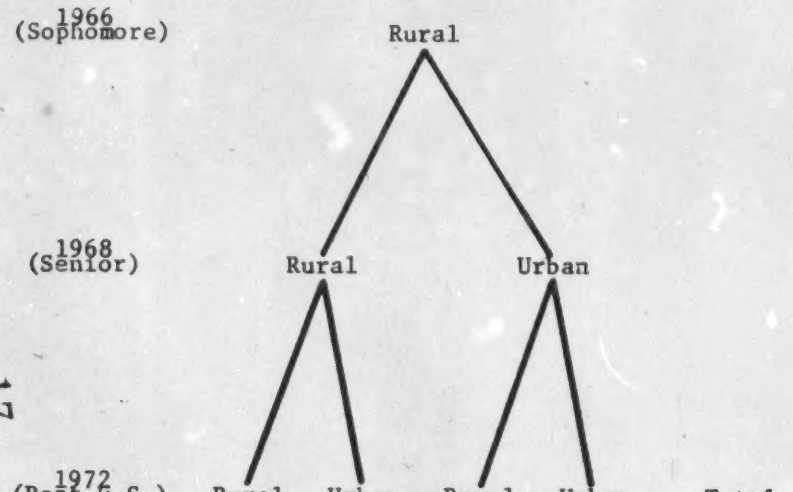
Number of cases(expectations):

1966: 566 Whites
367 Blacks

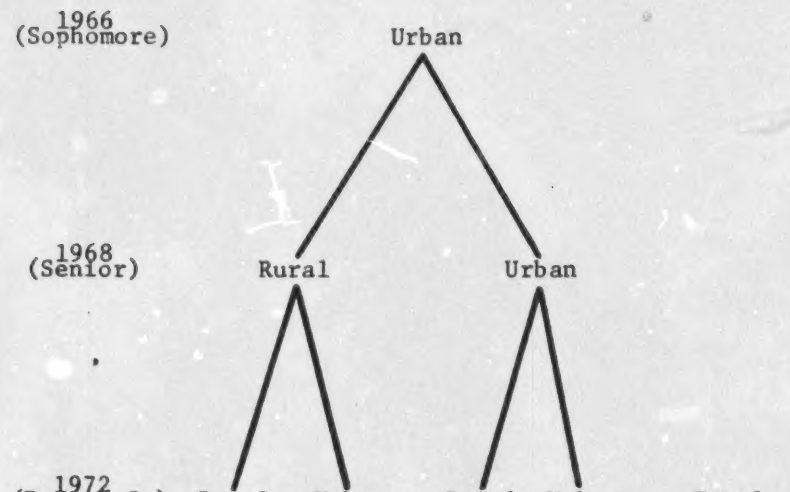
1968: 605 Whites
448 Blacks

1972: 696 Whites

Table 13: Attitudinal Profiles for Residential Aspirations in the S-81 Panel Data: White Data[a]



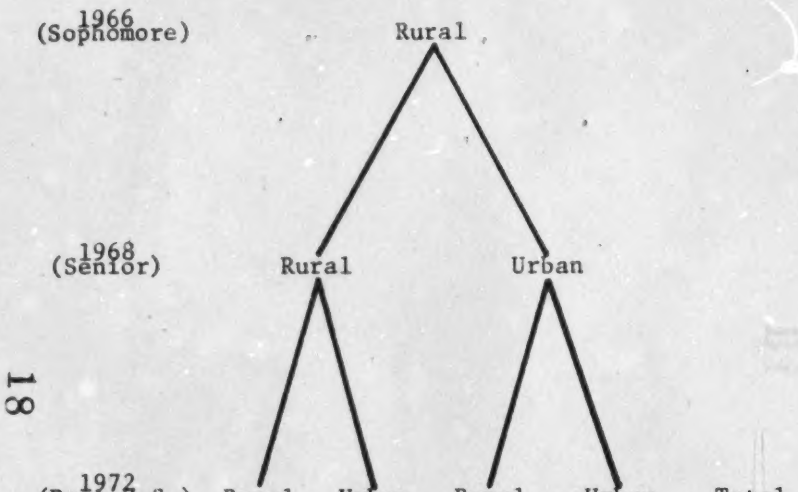
	Rural	Urban	Rural	Urban	Total
	123	27	20	17	187
Percent	(65.9)	(14.5)	(10.7)	(9.1)	(100.0)



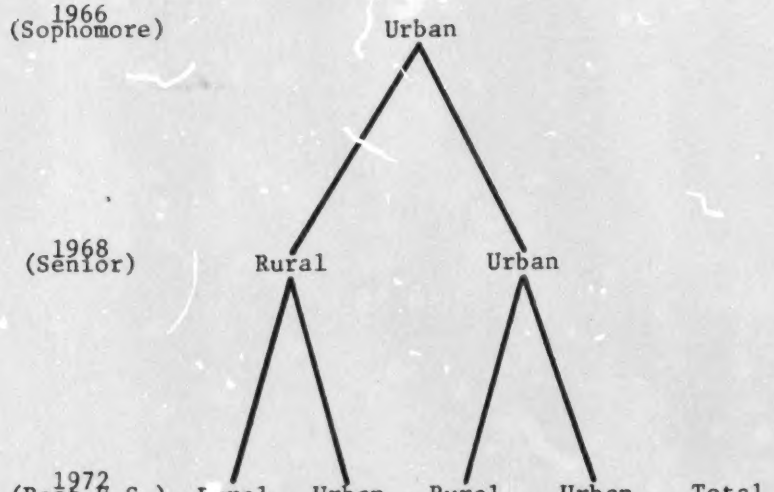
	Rural	Urban	Rural	Urban	Total
	31	23	51	47	152
Percent	(20.4)	(15.1)	(33.6)	(30.9)	(100.0)

[a]The Attitudinal Profiles are based on information from three of the six states participating in S-81 (Texas, Georgia, and South Carolina) for which information was available at all three points in time.

Table 14: Attitudinal Profiles for Residential Aspirations in the S-81 Panel Data: Black Data[a]



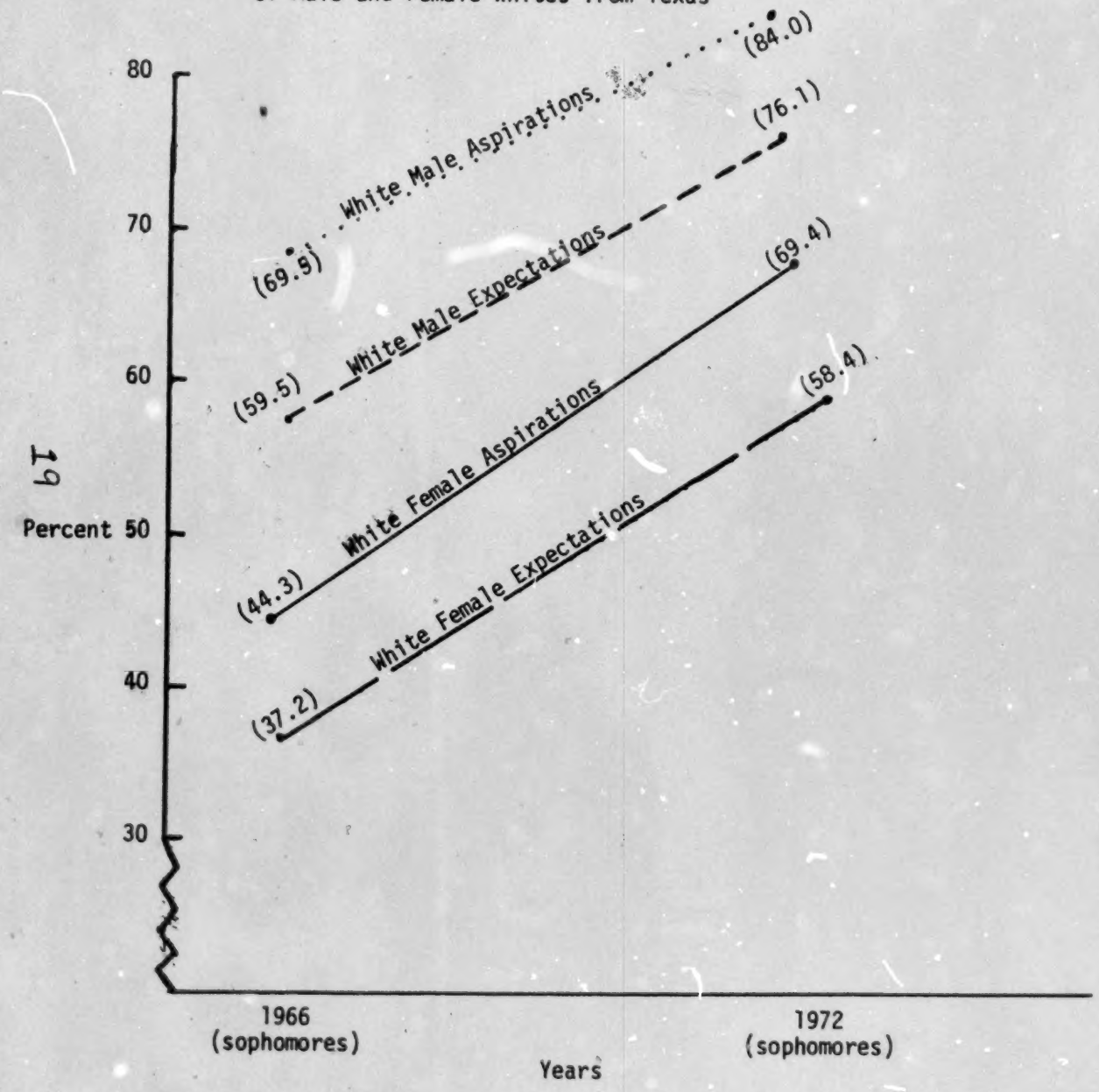
	Rural	Urban	Rural	Urban	Total
	44	13	21	19	97
Percent	(45.4)	(13.4)	(21.6)	(21.6)	(100.0)



	Rural	Urban	Rural	Urban	Total
	26	21	45	100	192
Percent	(13.5)	(10.9)	(23.4)	(52.1)	(99.9)

[a]The Attitudinal Profiles are based on information from three of the six states participating in S-81 (Texas, Georgia, and South Carolina) for which information was available at all three points in time.

Table 15: Changes in Rural Aspirations and Expectations form the S-81 Historical Data: A Comparison of Male and Female Whites from Texas[a]



Choices:

1) Large City
2) Small City
3) IN A TOWN OR VILLAGE
4) IN THE COUNTRY, BUT NOT ON A FARM
5) ON A FARM

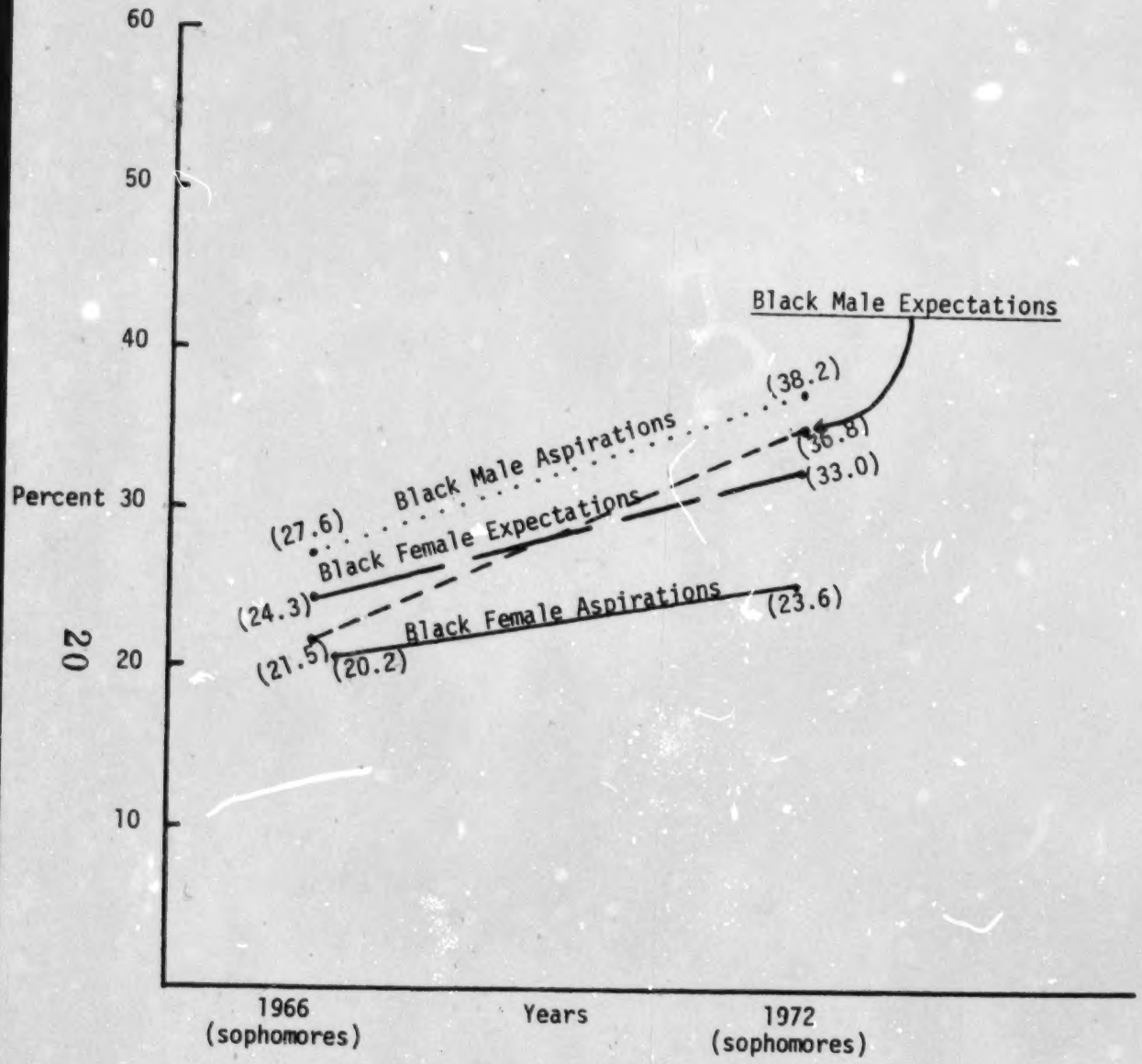
Number of Cases:

1966: 144 Males
132 Females

1972: 133 Males
137 Females

[a]Adapted from Table 2, Michael F. Lever, "Place of Residence Projections of East Texas Rural Youth: Changes Between 1966 and 1972." Departmental Information Report 74-1, Department of Rural Sociology, Texas A&M University, College Station, Texas, September, 1974.

Table 16: Changes in Rural Aspirations and Expectations from the S-81 Historical Data: A Comparison of Male and Female Blacks from Texas[a]



Choices:

1) Large City
2) Small City
*3) IN A TOWN OR VILLAGE
*4) IN THE COUNTRY, BUT NOT ON A FARM
*5) ON A FARM

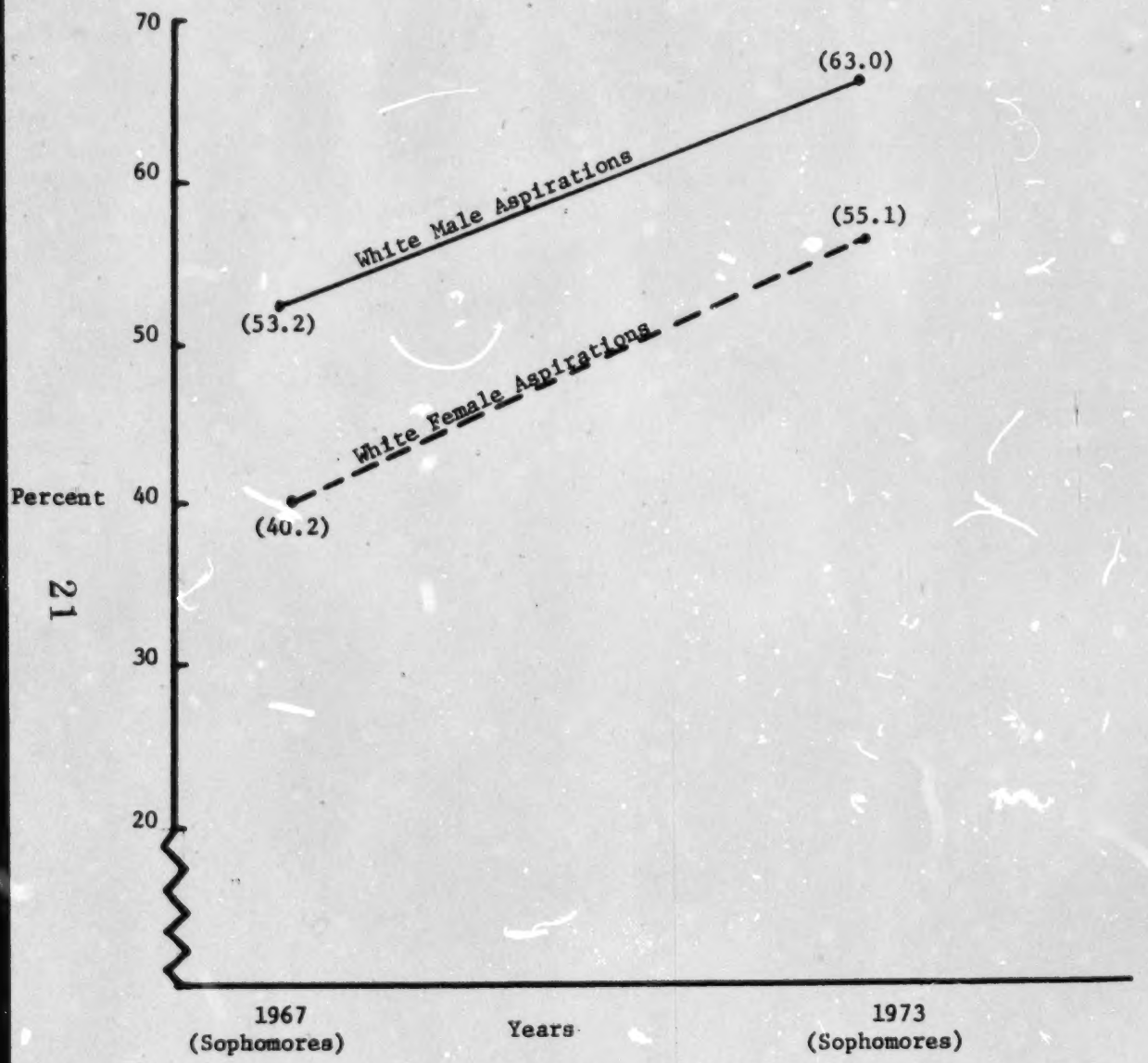
Number of Cases:

1966: 98 Males
99 Females

1972: 98 Males
93 Females

[a]Adapted from Table 2, Michael F. Lever, "Place of Residence Projections of East Texas Rural Youth: Changes Between 1966 and 1972." Departmental Information Report 74-1, Department of Rural Sociology, Texas A&M University, College Station, Texas, September, 1974.

Table 17: Changes in Rural Aspirations and Expectations from the S-81 Historical Data: A Comparison of Male and Female Whites from South Carolina[a]



Choices:

1) Large city
2) Small city
3) IN A TOWN OR VILLAGE
4) IN THE COUNTRY, BUT NOT ON A FARM
5) ON A FARM

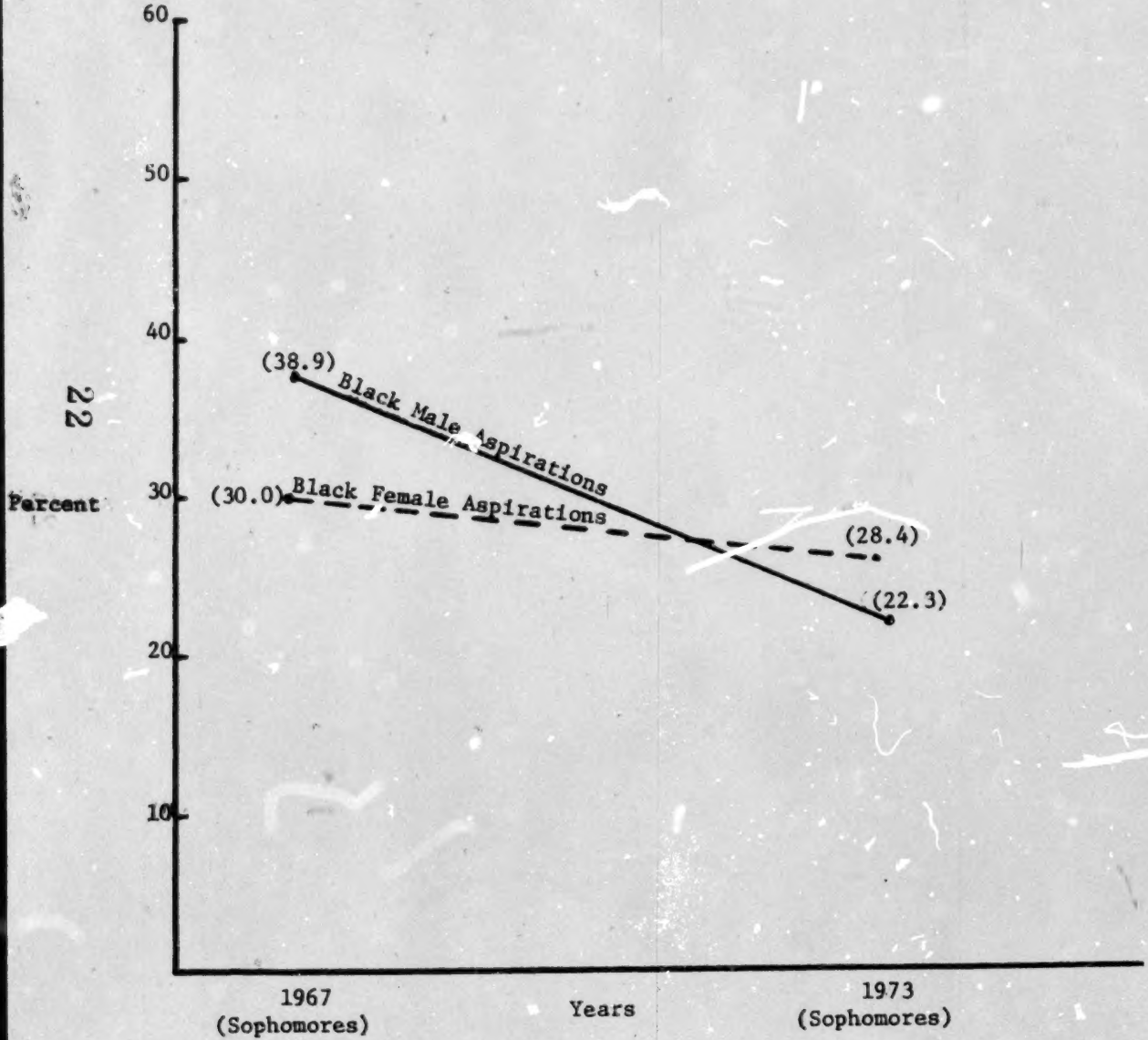
Number of Cases:

1967: 1799 Males
1990 Females

1973: 915 Males
891 Females

[a]Adapted from Table 1, Virilyn A. Boyd, "Change in Residential Aspirations of South Carolina High School Students, 1967-1973." Paper presented as part of a panel on Changes in Residential Aspirations of Southern Youth to the Southwestern Sociological Association, Dallas, Texas. March, 1974.

Table 18: Changes in Rural Aspirations and Expectations from the S-81 Historical Data: A Comparison of Male and Female Blacks from South Carolina[a]



Choices:

1) Large city
2) Small city
3) IN A TOWN OR VILLAGE
4) IN THE COUNTRY, BUT NOT ON A FARM
5) ON A FARM

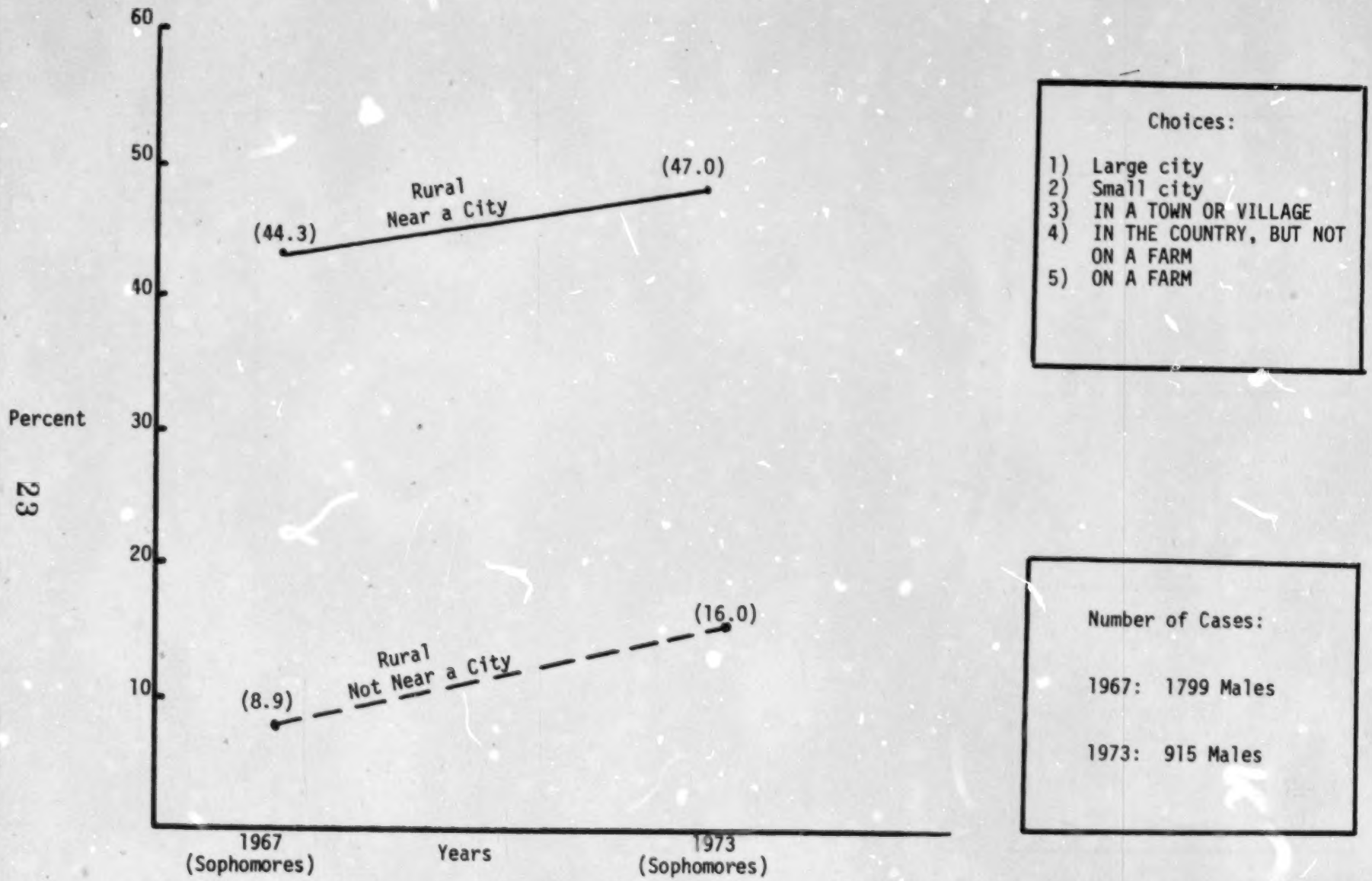
Number of Cases:

1967: 820 Males
991 Females

1973: 660 Males
674 Females

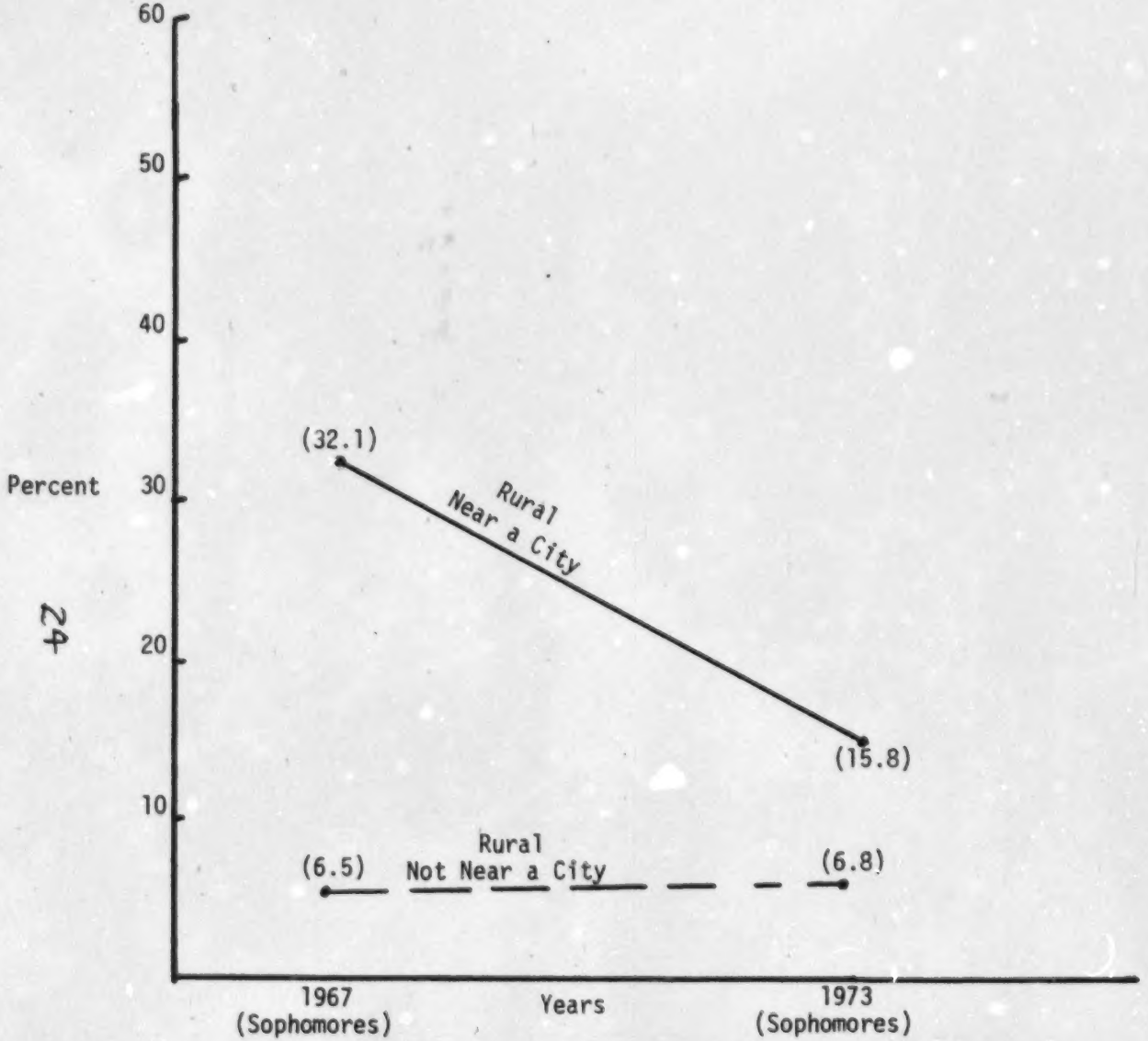
[a]Adapted from Table 1, Virilyn A. Boyd, "Change in Residential Aspirations of South Carolina High School Students, 1967-1973." Paper presented as part of a panel on Changes in Residential Aspirations of Southern Youth to the Southwestern Sociological Association, Dallas, Texas. March, 1974.

Table 19: The Significance of Proximity of an Urban Center in the Preference of Rural Residence: Evidence from the S-81 Historical Data, South Carolina, White Data[a]



[a]Adapted from Table 1, Virilyn A. Boyd, "Change in Residential Aspirations of South Carolina High School Students, 1967-1973." Paper presented as part of a panel on Changes in Residential Aspirations of Southern Youth to the Southwestern Sociological Association, Dallas, Texas, March, 1974.

Table 20: The Significance of Proximity of an Urban Center in the Preference of Rural Residence: Evidence from the S-81 Historical Data, South Carolina, Black Data[a]



Choices:

1) Large city
2) Small city
3) IN A TOWN OR VILLAGE
4) IN THE COUNTRY, BUT NOT ON A FARM
5) ON A FARM

Number of Cases:

1967: 820 Males

1973: 660 Males

[a]Adapted from Table 1, Virilyn A. Boyd, "Change in Residential Aspirations of South Carolina High School Students, 1967-1973." Paper presented as part of a panel on Changes in Residential Aspirations of Southern Youth to the Southwestern Sociological Association, Dallas, Texas, March, 1974.

xx

Appendix Table A.1. Computations to Adjust S-81 Data (Blacks = 43.0%) to National Percent Black (11.1%) for Persons Preferring Urban Residence.

	Unadjusted N	Unadjusted %	Percent Preferring Urban Residence	Number Preferring Urban Residence	Adjusted N	National Percentage	Adjusted Number Preferring Urban Residence	Adjusted Percentage Preferring Urban Residence
1966								
White	457	56.8	12.9	59	2779	88.9	359	
Black	347	43.2	52.2	181	347	11.1	181	
Total	804	100.0	29.9	240	3126	100.0	540	17.3
1968								
White	595	57.5	7.6	45	3524	88.9	268	
Black	440	42.5	38.2	168	440	11.1	168	
Total	1035	100.0	20.6	213	3964	100.0	436	11.0
1972								
White	676	57.8	8.0	54	3948	88.9	316	
Black	493	42.2	27.8	137	493	11.1	137	
Total	1169	100.0	16.3	191	4441	100.0	453	10.2

Appendix Table A.2. Computations to Adjust S-81 Data (Blacks = 43.0%) to National Percent Black (11.1%) for Persons Preferring Rural Residence.

	Unadjusted N	Unadjusted %	Percent Preferring Rural Residence	Number Preferring Rural Residence	Adjusted N	National Percentage	Adjusted Number Preferring Rural Residence	Adjusted Percentage Preferring Rural Residence
1966								
White	457	56.8	57.7	264	2779	88.9	1603	
Black	347	43.2	31.7	110	347	11.1	110	
Total	804	100.0	46.5	374	3126	100.0	1713	54.8
1968								
White	595	57.5	61.9	368	3524	88.9	2181	
Black	440	42.5	38.0	167	440	11.1	167	
Total	1035	100.0	51.2	530	3964	100.0	2348	59.2
1972								
White	676	57.8	69.1	391	3948	88.9	2728	
Black	493	42.2	48.3	238	493	11.1	238	
Total	1169	100.0	53.8	629	4441	100.0	3066	69.0

Appendix Table 3. Questions and Response Categories for Surveys of Residential Preference in the United States 1948-1972.

NATIONAL STUDIES

Roper, 1948: "If you had a choice, where would you like best to live--in the country, a small town, a small city, a suburb, or a large city?"

Choices:

(1) Large City
(2) Suburb
(3) Small City
(4) Small Town
(5) County

Gallup, 1966:
1970:
1971:
1972: "If you could live anywhere in the United States that you wanted to, would you prefer a city, suburban area, small town, or farm?"

Choices:

(1) City
(2) Suburb
(3) Small Town
(4) Farm

Population Commission, 1971: "Where would you prefer to live? On a farm, open country (not on a farm), in a small town, in a small city, in a medium-size city, in a large city, in a suburb of a medium-size city, in a suburb of a large city?"

Choices:

(1) Large City
(2) Suburb of a Large City
(3) Medium-Size City
(4) Suburb of a Medium-Size City
(5) Small City
(6) Small Town
(7) Farm
(8) Open Country (not on a farm)

NORC, 1972: "First, we are interested in the kind of community you would prefer to live in now, if you had your choice.
In terms of size, if you could live in any size community you wanted, which one of these would you like best?

Appendix Table 3. (Cont.)

A large metropolitan city (over 500,000 in population)
A medium-sized city (50,000 to 500,000 in population)
A smaller city (10,000 to 50,000 in population)
A town or village (under 10,000 in population)
In the country, outside of any city or village

Choices:

(1) A Large Metropolitan City (over 500,000 in population)
(2) A Medium-Sized City (50,000 to 500,000 in population)
(3) A Smaller City (10,000 to 50,000 in population)
(4) A Town or Village (under 10,000 in population)
(5) In the Country, Outside of Any City or Village

STATE AND REGIONAL STUDIES

Wisconsin, 1971: "If you could live in any size community you wanted to, would you prefer to live in a large city of 50,000 or over, in a suburb next to a large city, in a medium-size city, in a small city or town, or in a rural area?"

Choices:

(1) Large City of 50,000 or Over
(2) Suburb Next to a Large City
(3) Medium-Size City
(4) Small City or Town
(5) Rural Area

S-81: "Of the kind of places listed below, in which one would you most desire to live for the rest of your life?"

In a city
Very large
Small
Near a city
In a town or village
In the country but not on a farm
On a farm
Not near a city
In a town or village
In the country but not on a farm
On a farm

Choices:

(1) In a City
Very Large
Small

Appendix Table 3. (Cont.)

(2) Near a City
    In a Town or Village
    In the Country but not on a Farm
    On a Farm
(3) Not Near a City
    In a Town or Village
    In the Country but not on a Farm
    On a Farm

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